

**Amendments to the Specification**

Please replace the paragraph at page 15, line 13 with the following paragraph:

At step 406, it is determined if the customer has agreed to allow the manufacturer to send marketing information about other manufacturer products to the customer. If so ("Yes, branch), step 40[[6]]8, then the printer identifier (serial number) is linked to customer information in the customer identifier field 312 and direct marketing is enabled. If, however, the customer does not authorize future marketing communications ("No" branch, step 406), then the information is not linked to the customer. One way that this can be done is simply to leave the customer identifier field 312 empty.